

Juice in Ukraine

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Report description:

The juice category in Ukraine in 2024 has shown signs of recovery following the sharp decline in 2022, with the resurgence of locally produced goods, such as Sandora, playing a pivotal role. Consumers are returning to juice, drawn to familiar, trusted brands offering a broader assortment of products. This return to locally produced options, rather than imported alternatives, has been a key factor in rebuilding consumer confidence and driving sales.

Euromonitor International's Juice in Ukraine report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data (2019-2023), allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market - be they legislative, distribution, packaging or pricing issues. Forecasts to 2028 illustrate how the market is set to change.

Product coverage: 100% Juice, Coconut and Other Plant Waters, Juice Drinks (up to 24% Juice), Nectars.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- * Get a detailed picture of the Juice market;
- * Pinpoint growth sectors and identify factors driving change;
- * Understand the competitive environment, the market's major players and leading brands;
- * Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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JUICE IN UKRAINE

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Positive retail volume growth driven by a return to trusted juice brands

Supply chain disruptions, rising production costs and an orange shortage impacts the category

Sandora TOV loses share as Vitmark-Ukraine retains its lead through new launches

PROSPECTS AND OPPORTUNITIES

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